

5/12/58
FILE

fashion calendar

january

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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET

NEW YORK 21, NEW YORK

TRAFALGAR 9-2343

1958

18th YEAR • A WEEKLY PUBLICATION

january - 1959

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, MAY 12, 1958</u>			
Beginning Monday May 12	OPENING: FALL AND WINTER RAINWEAR Fall rainwear collection, designed by Adele Lawrence. Contact: Norman J. Lawrence, CH. 4-3815.	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday May 13 9:45 A.M. Coffee	PRESS PREVIEW: FASHIONS FOR CHUBBY GIRLS "School's Out"--press preview of Summer fashions for chubbies. By invitation. Publicity: Paula Miller, LE. 2-0200.	LANE BRYANT	465 FIFTH AVENUE 10TH FLOOR
Tuesday May 13 4:00 P.M. Cocktails	PRESS PREVIEW: FALL COATS AND SUITS Huntleigh collection of suits, also introducing designer coats and suits by Charles Kleibacker. By invitation. Publ: Gladys Steiner, PL. 1-6630.	HUNTLEIGH (1407 BROADWAY)	SHERATON-EAST (FORMERLY AMBASSADOR)
Wednesday May 14 9:00 A.M. Breakfast	PRESS PREVIEW OF FALL SPORTSWEAR Showing of sportswear for Fall designed by John Weitz, introducing the "Swing Line." By invitation. Contact: Minna Greenberg, LO. 3-4920.	JOHN WEITZ OF PRINTZESS SQUARE	HAMPSHIRE HOUSE COTTAGE
Wednesday May 14 12:00 Noon Luncheon	FALL COLLECTION OF CASHMERES Nannette will present their Fall collection of cashmere coordinates, coat ensembles for daytime and after-five, also decorated cashmeres. By invitation. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	NANNETTE CASHMERES	1410 BROADWAY SHOWROOM - 18TH FLOOR
Thursday May 15 9:30 A.M. Breakfast	PRESS PREVIEW: FALL MATERNITY FASHIONS Preview for press of transition and early Fall maternity fashions. For resident buyers Friday, May 16, 9:30 A.M. By invitation. Contact: Al Nipon, PE. 6-7341.	MA MÈRE, INC.	1400 BROADWAY SHOWROOM - 35TH FLOOR
Thursday May 15 12:00 Noon Luncheon	"YOUNG AMERICA" LUNCHEON SHOW "Young America-from Crib to College," specially designed to cover the young American market with clothes for 3 to 30 from the young-in-spirit designers. Commentator: Kay Thompson. Chairmen: <u>Program</u> --Jane Trahey; <u>Children</u> --Marion Harris, Jane Stark; <u>Ready-to-Wear</u> --Margaret de Mille, Edith Raymond. Prices: \$8.00 members; \$10.00 guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Thursday May 15 4:00 P.M.	FALL OPENING: SUITS AND RAINCOATS Fall suit collection and imported raincoats. For press and resident buyers. By admission card only. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 15 4:30 P.M.- 7:00 P.M.	INFORMAL SHOWING OF SWISS COTTONS Showing of European couture fashions in Swiss cottons. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	SWISS COTTON AND EMBROIDERY INDUSTRY	27 EAST 37TH STREET
Friday May 16 12:00 Noon Luncheon	PREVIEW: COLLEGE AND EARLY FALL FASHIONS For press and buyers. By invitation. Continuous showings thereafter in showroom. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, JU. 6-4490.	NELLY DE GRAB (533 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Monday May 19 3:30 P.M.	ANNUAL COTTON FASHION AWARD The Sixth Annual Cotton Fashion Award will be presented by Mayor Wagner to James Galanos. Showing of fashions by leading designers. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	LEADERS IN COTTON TEXTILES	GRACIE MANSION EAST END AVENUE
Monday May 19- May 24	28TH ANNUAL NATIONAL COTTON WEEK Contact: Richard Alexander or Margot Herzog, BR. 9-4920.	NATIONAL COTTON COUNCIL (112 W. 34TH)	THROUGHOUT THE COUNTRY
Tuesday May 20 9:00 A.M. Breakfast	FALL COLLECTION OF LEATHER FASHIONS Preview of Samuel Robert's Fall fashions in leather. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	SAMUEL ROBERT, INC. (1407 BROADWAY)	SHERATON EAST (BLRM) (FORMERLY AMBASSADOR)
Tuesday May 20 9:00 A.M. Breakfast	SUB-TEEN FASHION AND MERCHANDISING CLINIC Theme: "Phone-Set Fashions"--a complete promotional plan and market round- up. Admission by ticket only. Publicity: Pat di Sernia, PL. 1-6900.	AMERICAN GIRL MAGAZINE	HOTEL NEW YORKER
Tuesday May 20 12:30 P.M. Luncheon	PREVIEW OF FALL SEPARATES Luncheon, followed by showing of back-to-college and Fall fashions de- signed by Frank Smith. By invitation. Trade continuous. Contact: BR. 9-7160.	MASKET BROTHERS	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday May 20 2:30 P.M.	PREVIEW FOR PRESS AND RESIDENT BUYERS Showing of skirts and separates for Fall. By invitation. Publicity: Terry Mayer, BR. 9-6560.	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 20 2:30 P.M.	PREVIEW: FALL SUIT COLLECTION Preview of Fall suits designed by Stefan. By invitation. <u>Trade beginning June 3 at 2:30 P.M.</u> Contact: Isabelle Crawford, BR. 9-7700.	BRIARBROOK	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday May 20 3:45 P.M. Cocktails	PREVIEW OF FALL COLLECTION Showing of Fall blouses, dresses and sportswear. By invitation. Contact: Harriette Wittman, PE. 6-8263.	SIR JAMES, INC. (1407 BROADWAY)	1407 CLUB 1407 BROADWAY
Tuesday May 20 4:00 P.M. Cocktails	PREVIEW: FALL JUNIOR COATS AND SUITS By invitation. Continuous thereafter in showroom. Contact: BR. 9-9223. Publicity: Margaret Hodge, PL. 5-7630.	CUDDLECOAT, JR. (500 SEVENTH AVE.)	SHERATON EAST (BLRM) (FORMERLY AMBASSADOR)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 21 9:00 A.M. Breakfast	PRESS PREVIEW OF FALL SPORTSWEAR Preview for press and resident buyers of Hope Mathews Fall collection of country separates and dresses for Lady Guilford. By invitation. Continuous thereafter in showroom. Contact: Angela Coppa, LA. 4-2398.	LADY GUILFORD (1384 BROADWAY)	1407 CLUB 1407 BROADWAY
Wednesday May 21 10:00 A.M.	PREVIEW: FALL SUIT COLLECTION American designed "Suits with the French Point of View." By invitation. Contact: LA. 4-1500. <u>Trade beginning June 3.</u> Publicity: Edward M. Meyers, AL. 4-4454.	RICHARD KOIMER, INC.	205 WEST 39TH STREET SHOWROOM - 2ND FLOOR
Wednesday May 21 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL SPORTSWEAR Fall sportswear collection of separates and dresses designed by Greta Plattr. By invitation. Continuous thereafter in showroom. Publicity: Margaret Hodge, PL. 5-7630.	GRETA PLATTRY (498 SEVENTH AVE.)	SHERATON EAST (BLRM) (FORMERLY AMBASSADOR)
Beginning Wednesday May 21	PETITE AND MISSES FALL COLLECTIONS Fall collections of "Petti-4" casual wear for petites; and "Terry Rogers" in misses sizes. By invitation. Contact: CH. 4-3558.	GROSS-SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Thursday May 22 10:00 A.M.	FALL COLLECTION BY JEANNE CAMPBELL Press preview of Jeanne Campbell's Fall collection of sportswear. By invitation. Contact: Ruth Hammer Assoc., EL. 5-7872.	SPORTWHIRL	SHERATON EAST (TRIANON) (FORMERLY AMBASSADOR)
Thursday May 22 3:30 P.M. Cocktails	PREVIEW: FALL DRESSES AND COSTUMES Preview of Fall dresses and costumes by Joan Leslie. By invitation. <u>Trade continuous beginning June 3.</u> Contact: Isabelle Crawford, BR. 9-7700.	"CLOTHES FOR YOU"	1400 BROADWAY SHOWROOM - 16TH FLOOR
Thursday May 22 4:00 P.M.	PREVIEW: FALL COLLECTION Showing of Fall sportswear collection. By invitation. Continuous thereafter. Contact: WI. 7-2170.	HELITZER BROS.	525 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Thursday May 22 4:00 P.M. Cocktails	PRESS PREVIEW: FALL DRESS COLLECTION Preview for press of Donlé daytime and after-five dresses and ensembles designed by Mr. Ole Borden. By invitation. Continuous thereafter. Contact: Charles Glueck, PE. 6-9155. Publicity: Margaret Hodge, PL. 5-7630.	DONLÉ, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Friday May 23 12:00 Noon Luncheon	PREVIEW OF FALL DRESS COLLECTION "Toast to the Season"--preview of Fall dress collection designed by Walter Gerson. By invitation. Continuous thereafter. Contact: CH. 4-2270.	MURRAY ZENKEL	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Monday May 26 4:00 P.M.	PRESS PREVIEW: FALL WHOLESALE COLLECTION Yanni Evangelides will preview his first wholesale collection to the press. By invitation. Trade showings <u>June 4, 5, 10, 11 and 12 at 4:00 P.M.</u> By appointment. Contact: EL. 5-3295.	YANNI	61 EAST 57TH STREET SALON - 4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 26 5:00 P.M. Champagne	PRESS PREVIEW: FALL COLLECTION Premiere showing of wholesale collection afternoon cocktail and evening dresses. By invitation. Trade by appointment, from June 2. Contact: PL. 3-0063. Publicity: Peggy Cantor, CH. 4-3789.	MARTIER-RAYMOND	36 CENTRAL PARK SOUTH SHOWROOM
Tuesday May 27 9:30 A.M. Breakfast	OPENING OF FALL COLLECTION Preview showing of Fall afternoon and cocktail fashions for resident buyers and press. By invitation. Showings at 11:30 A.M., June 3, 4, 5, 9, 10, 11, 12. Contact: Marcella Wolfe, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday May 27 11:00 A.M.	PREVIEW OF FALL COATS AND SUITS Preview for press and buying offices. By invitation. Thereafter at <u>10:30 A.M., June 3, 4, 10, 11, and 17.</u> By appointment. Contact: Sally McDonald, LO. 4-3246.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday May 27 11:00 A.M.	PREMIERE SHOWING OF PETITE COLLECTION The new Mort Schrader "Jeunes Petites" collection for Fall, designed by Leot van der Veen, will have its first showing to press and invited guests. <u>Daily trade showings beginning June 5 at 12:00 Noon.</u> By invitation. Publicity: Betty Yarmon, LO. 4-9194.	MORT SCHRADER "JEUNES PETITES"	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 27 12:00 Noon Luncheon	PREVIEW: LATE DAY AND EVENING FASHIONS For press and resident buyers. By invitation. Trade showings beginning Monday, June 2 at 12:00 Noon (luncheon). Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday May 27 2:30 P.M.	OPENING: FALL DRESS COLLECTION Daily thereafter at 2:30 P.M. By invitation. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 27 3:00 P.M.	PRESS PREVIEW OF FONTANA FASHIONS Fall and Winter boutique and custom exports. Nicol Fontana will be present. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	FONTANA OF ROME	HOTEL PLAZA PRIVATE SUITE
Tuesday May 27 3:30 P.M. Champagne	PREVIEW OF FALL DRESS COLLECTION Fall "Shades and Shapes for '58", designed by Jerry Marsch, will be presented to press and resident buyers. By invitation. Contact: Helene Towers, MU. 3-6955.	MAX LAWRENCE, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday May 27 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL FOUNDATIONS "B-Flat" collection of girdles and pantie girdles for Fall. By invitation. Publicity: Gladys Steiner, Lester Harrison, PL. 1-6630.	FORTUNA FOUNDATIONS	34 WEST 33RD STREET SHOWROOM - 4TH FLOOR
Wednesday May 28 9:30 A.M.	PREVIEW: FALL LEATHER FASHIONS Fall leather coats, jackets and suits. By invitation. Publicity: Ruth Notkins, Alan Bell Co., 473 Fifth Ave., MU. 4-4705.	SUBURBAN LEATHERS, INC.	1410 BROADWAY SHOWROOM - 23RD FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 28 11:00 A.M.	FALL COLLECTION BY HELENA BARBIERI Preview of cocktail and formal wear. By invitation. Thereafter Tues., Wed., Thurs., at 9:30 A.M., commencing June 3. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday May 28 11:00 A.M.	PREVIEW OF FALL COATS AND SUITS By invitation. <u>Trade showings beginning June 3 at 11:00 A.M., Tues., Wed., Thurs.</u> Contact: Herbert Gallant, LA. 4-7285.	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Wednesday May 28 12:00 Noon Luncheon	PREVIEW FOR PRESS AND RESIDENT BUYERS Fall collection of young fashions, 6 to 14, for cocktail and late day wear. Daily trade luncheon showings at 12:00 Noon, <u>beginning Tuesday, June 3.</u> Contact: Jean Roberts, CH. 4-6030.	MISS AMERICA CORP.	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday May 28 12:00 Noon Luncheon	PREVIEW: FALL FASHIONS Luncheon preview of street and cocktail clothes, for press and resident buyers. By invitation. Daily trade luncheon showings beginning June 3 at 12:00 Noon. Contact: Gerry Duncan, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Wednesday May 28 2:00 P.M.	PRESS PREVIEW: FALL COAT COLLECTION Fall coat collection designed by Murray Nieman. By invitation. Publicity: Ruth Hammer, EL. 5-7872.	MURRAY NIEMAN, INC. (252 WEST 38TH STREET)	HOTEL PLAZA STATE SUITE
Wednesday May 28 2:00 P.M.	PREVIEW OF FALL COLLECTION By invitation. <u>Trade showings beginning June 2 at 2:00 P.M. daily.</u> Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.	REMBRANDT FROCKS	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday May 28 3:00 P.M.	OPENING: FALL COLLECTION The Fall collection, designed by the brother and sister team of Belle and Will Saunders, will be shown to the press. <u>Trade showings beginning June 5 at 11:30 A.M. daily.</u> By invitation. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday May 28 4:00 P.M. Cocktails	PRESS PREVIEW OF LINGERIE FASHIONS "Undercover Intrigue," Fall lingerie and sleepwear designed by John Norman and Ann Carroll. By invitation. Publicity: Gladys Steiner, PL. 1-6630.	SEAMPURFE LINGERIE	412 FIFTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday May 28 4:30 P.M. Champagne	PREVIEW: JAMES BALDWIN FOR GOLET The Fall collection of coats and suits by James Baldwin in "bartalana" Italian wools. For press and buying offices. By invitation. Contact: LA. 4-5512. Publicity: Peggy Cantor, CH. 4-3789.	BART SCHWARTZ INT'L TEXTILES, LTD.	225 WEST 37TH STREET GOLET SHOWROOM - 12 FL.
Wednesday May 28 7:00 P.M. Dinner	AMERICAN SPORTSWEAR DESIGN AWARDS Third Annual Awards honoring nominees and winners of the 1958 American Sportswear Design Awards presented by "Sports Illustrated" Magazine. By invitation only. Contact: Eleanor Montville, JU. 6-1212.	SPORTS ILLUSTRATED MAGAZINE	ST. REGIS ROOF AND PENTHOUSE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 29 10:30 A.M.	PREVIEW: FALL COCKTAIL AND LATE DAY FASHIONS Showing of Fall fashions designed by Wilson Folmar. (<u>Note Change of Date and Time.</u>) By invitation. Trade showings beginning Tuesday, June 3 at 10:30 A.M. daily. Contact: Bill Laird, LA. 4-8490.	EDWARD ABBOTT	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday May 29 10:30 A.M.; 11:30 A.M.	PREVIEW: FALL DRESS COLLECTIONS Leonard Arkin's Fall collection at 10:30 A.M.; Andrew Arkin's at 11:30, followed by noon luncheon. By invitation. Trade showings beginning <u>Monday, June 2</u> , at the same hours. Contact: Lois Lapper, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday May 29 10:30 A.M.	OPENING: FALL COLLECTION Preview of Fall coats and suits designed by Nichi Giglio. By invitation. Daily at 10:30 A.M. Contact: Julia Berrin, WI. 7-4717.	WM. DEVITZ & CO.	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
Thursday May 29 1:30 P.M.	PREVIEW OF FALL DRESS COLLECTION Fall collection designed by Mr. Sydney. By invitation. Thereafter at 11:00 A.M., beginning June 3. Contact: Sam Singer, BR. 9-9570.	MERVIN ROSS, INC.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
May 30	MEMORIAL DAY HOLIDAY (Friday).		

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.
(Formerly The Sportswear Guild)

MONDAY, JUNE 2

Davidow, Inc.	By appointment.	550 7th (21 Fl) PE. 6-6909
Sport-Craft, Inc.	2:30 P.M.	550 7th (12 Fl) LA. 4-9724

TUESDAY, JUNE 3

Lloyd Weill	10:30 A.M.	498 7th (22 Fl) LO. 5-3041
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WEDNESDAY, JUNE 4

David M. Goodstein, Inc.	10:30 A.M.	550 7th (24 Fl) LA. 4-2577
Zoltan-Rosenberg Co.	2:30 P.M.,	
(Vera Stewart Originals).	by appointment.	550 7th (22 Fl) LA. 4-6691

Monday June 2 11:30 A.M.	PRESS PREVIEW: FALL COAT & SUIT COLLECTION By invitation. Trade Tuesdays, Wednesdays, Thursdays, at 10:30 A.M. Contact: Larry Carmel, LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Monday June 2 11:45 A.M.	OPENING: FALL COATS AND SUITS Daily thereafter at 11:45 A.M. By invitation. Contact: Jerry Matlick, BR. 9-5100.	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Monday June 2 12:30 P.M. Champagne Luncheon	PRESS SHOWING: FALL COLLECTION Vera Maxwell's "Modern Medieval" collection, including "life size" group for shorter women. Preview for resident buyers, Wednesday, May 28, 12:00 Noon; <u>trade showings</u> Tues., Wed., and Thurs. beginning June 3, at 12:00 Noon luncheons. By invitation. Contact: Terry Parker, LO. 3-4358.	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 2 2:00 P.M.	OPENING: FALL FOUNDATION COLLECTION By invitation. <u>June 3 and 4</u> at 10:00 and 2:00. <u>June 5, 6 and 12</u> at 10:00. <u>June 9 and 10</u> at 9:30, 11:00, 2:00 and 3:30. <u>June 11</u> at 9:30, 11:00 and 2:00. Reservations: Kay Keniry, MU. 5-5740. Publicity: Marian Sherwood, MU. 5-5740.	WARNER'S	200 MADISON AVENUE SHOWROOM - 10TH FLOOR
Monday June 2 2:30 P.M.	PREVIEW OF FALL JUNIOR DRESSES For press and resident buyers, by invitation. Publ.: Terry Mayer, BR.9-6560.	HAYETTE	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday June 2 2:30 P.M.	PRESS PREVIEW: FALL COLLECTION Luis Estevez will preview his Fall collection. Daily trade showings, <u>beginning Tuesday, June 3</u> at 12:00 Noon in showroom. By invitation. Contact: Ruth McLoughlin, LO. 4-5820.	GRENELLE-ESTEVEZ (550 SEVENTH AVENUE)	SHERATON-EAST (FORMERLY AMBASSADOR)
Monday June 2 3:30 P.M.	OPENING: FALL COAT COLLECTION Fall coat collection by La Vigna. By invitation. Contact: PE. 6-2367.	LA VIGNA	512 SEVENTH AVENUE SHOWROOM - 39TH FLOOR
Monday June 2 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION By invitation only. <u>Trade showings beginning Tuesday, June 3, 1:00 P.M.</u> Contact: LO. 3-0988. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday June 2 4:00 P.M.- 7:00 P.M.	"YOUNG VIEWPOINT" FALL COLLECTION "Here's My Line!"---showing of "Young Viewpoint" fashions at annual Fall show. By invitation. Contact: Arleen Fischer, CH. 4-4131.	GINSBURG & ABELSON (1400 BROADWAY)	HOTEL PLAZA GRAND BALLROOM
Beginning Monday June 2	OPENING OF FALL COAT COLLECTION Contact: Alan R. Baron, PE. 6-8868.	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Beginning Monday June 2	SHOWING OF FALL COLLECTIONS The Fall collections of La Tessitrice dell'Isola of Capri; Renato of Rome; and Marucelli of Milan, at daily showings. By appointment. Contact: Janice Weisel for Madelyn Pio Rito, TE. 8-6781.	THREE ITALIAN DESIGNERS	HOTEL PLAZA SUITE 234
Beginning Monday June 2	SHOWINGS OF FALL DRESS COLLECTION Designed by Wayne Fuller. Contact: Mrs. Joni Johnstone, LO. 3-7648.	M. NADLER & CO.	530 SEVENTH AVENUE SHOWROOM - PENTHOUSE
Beginning Monday June 2	OPENING: FALL COAT COLLECTION Showings daily by appointment. Contact: LO. 4-8220.	BAITCH & CASTALDI (BATALDI)	230 WEST 39TH STREET SHOWROOM - 12TH FLOOR
Tuesday June 3 9:00 A.M. Breakfast	PREVIEW OF FALL COLLECTION Casual dresses and ensembles designed by Liz Claiborne. By invitation. Continuous thereafter in showroom. Publicity: Margaret Hodge, PL. 5-7630.	DAN KELLER CO., INC. (498 SEVENTH AVENUE)	HOTEL STATLER SKYTOP ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 3 9:00 A.M. Coffee	PRESS PREVIEW: FALL COLLECTION By invitation. <u>Trade showings beginning Wednesday, June 4, at 2:30 P.M.</u> Contact: PE. 6-6983. Publicity: Eleanor Lambert, MU. 8-2130.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Tuesday June 3 9:30 A.M. Coffee	OPENING: FALL COLLECTION <u>Trade showings at 9:30 A.M. and 3:30 P.M. daily, by invitation.</u> Contact: Isabel Mendelsohn, LO. 4-5316.	LENTZ DIMINUTIVES, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 3 10:00 A.M.	OPENING OF FALL COLLECTION Showings: Tuesday, Wednesday, Thursday, at 10:00 A.M. By reservation. Contact: CH. 4-1542.	BEN REIG, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA, INC. (FOGA)

TUESDAY, JUNE 3

Herbert Sondheim, Inc.	10:30 A.M.	.530 7th (20 Fl)	LA. 4-7540
Hannah Troy, Inc.	1:00 P.M.	.530 7th (2 Fl)	LO. 3-0988
Wm. Fox-Visioni Corp.	1:00 P.M.	.498 7th (18 Fl)	CH. 4-2659
David Gottlieb, Inc.	1:15 P.M.	.530 7th (4 Fl)	LO. 5-2727
Paul Parnes Corp.	2:15 P.M.	.498 7th (10 Fl)	CH. 4-4600
A. Goodman & Co.	2:30 P.M.	.530 7th (17 Fl)	WI. 7-4077
David Levine Co.	2:30 P.M.	.530 7th (21 Fl)	LA. 4-0237
Myron Herbert, Inc.	3:15 P.M.	.530 7th (20 Fl)	LO. 4-6830
Rosalie Macrini, Inc.	4:00 P.M.	.550 7th (11 Fl)	CH. 4-2655
Ben Barrack, Inc.	Continuous daily	.498 7th (7 Fl)	LO. 4-3923
Grobé Originals, Inc.	Continuous daily	.498 7th (16 Fl)	BR. 9-8394

WEDNESDAY, JUNE 4

Rudolf Gowns.	10:30 A.M.	.530 7th (12 Fl)	WI. 7-6865
Jobere, Inc.	11:45 A.M.	.530 7th (30 Fl)	PE. 6-1938
Harvey Berin, Ltd.	1:00 P.M.	.530 7th (7 Fl)	PE. 6-0206
Junior Sophisticates Co.	1:00 P.M.	.498 7th (4 Fl)	LO. 4-0462
Grabois	1:15 P.M.	.498 7th (5 Fl)	CH. 4-2767
Nat Kaplan, Inc.	1:15 P.M.	.498 7th (21 Fl)	LO. 5-4115
Branell	2:30 P.M.	.530 7th (27 Fl)	PE. 6-6983
Ed Gerrick, Inc.	2:30 P.M.	.550 7th (7 Fl)	LO. 4-1820
Harmay.	4:00 P.M.	.498 7th (22 Fl)	PE. 6-5547
Samuel Winston, Inc.	4:00 P.M.	.530 7th (11 Fl)	CH. 4-2617
Martin Simon, Inc.	Continuous daily	.498 7th (7 Fl)	LA. 4-2877
Contact: Leonard Gendler, CH. 4-6945.			

Tuesday June 3 10:30 A.M.	OPENING OF FALL COLLECTION By invitation. <u>Thereafter, June 4, 5, 9, 10, 11, 17, 18 at 10:30 A.M.</u> Contact: Eleanor Rose, LO. 5-3041.	LLOYD WEILL	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
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Tuesday June 3 11:00 A.M.; 2:00 P.M.; 3:00 P.M.	OPENINGS OF THREE FALL COLLECTIONS Jeane Scott's first junior collection for Margot at 3:00 P.M. daily; Rappi (misses) at 2:00 P.M. daily; Arkay Junior Frocks at 11:00 A.M. daily. By invitation. Publicity: Mr. Post Eddy, LO. 5-2626.	MARGOT, INC.; ARKAY; & RAPPI	498 SEVENTH AVENUE SHOWROOMS - 19 & 20
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 3 11:00 A.M.	OPENING OF JUNIOR FALL COLLECTION By invitation. Daily thereafter at 11:00 A.M. Contact: PE. 6-4885.	ELOISE CURTIS	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday June 3 12:00 Noon Luncheon	OPENING: FALL COAT COLLECTION "Our Own Exclusive Fabrics With A Future"--showing at 12:00 Noon, followed by luncheon, daily through June 13. Continuous thereafter. By invitation. Contact: Dorothy Levine, CH. 4-3512.	LOUIS GOLDSTEIN CO., INC.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Tuesday June 3 12:00 Noon	OPENING OF FALL COLLECTION <u>Showings June 4, 5, 9, 10 and 11 at 12:00 Noon.</u> By invitation. Contact: Audrey Brock, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday June 3 12:30 P.M. Luncheon	ANNUAL GRADUATION LUNCHEON Twenty-first annual graduation, with awards to distinguished alumnae. By invitation. Contact: Betty Levine, TR. 9-4644. Publicity: Constance Hope, PL. 7-0515.	TOBE-COBURN SCHOOL (815 MADISON AVENUE)	WALDORF-ASTORIA SERT ROOM
Tuesday June 3 1:00 P.M.	OPENING OF FALL JUNIOR DRESS COLLECTION The Fall dress collection, designed by Lee Evans and Jacques Demignot, will be presented June 3, 4 and 5 at 1:00 P.M. By admission card only. Contact: Jean Ring, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday June 3 1:15 P.M.	OPENING OF FALL COLLECTION Daily thereafter at 1:15 P.M., by invitation. Contact: Kay McGowan, LO. 5-6453. Publicity: Alfred Davidson Assoc., PL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 3 2:00 P.M.	OPENING: FALL COAT COLLECTION Showing of the Originala Fall coat collection. By appointment only. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday June 3 2:15 P.M.	OPENING OF NEW "PARNELLE" COLLECTION Paul Parnes Fall collection, introducing "Parnelle" clothes for after-dark festivities. By invitation. Daily at 2:15 P.M. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Tuesday June 3 2:30 P.M.	OPENING OF FALL COLLECTION The McCardell collection for Fall will be shown at 2:30 P.M. daily. By invitation. Contact: LO. 4-2155.	CLAIRE MCCARDELL CLOTHES BY TOWNLEY	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday June 3 2:30 P.M.	OPENING: FALL COLLECTION Thereafter at 2:30. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 3 2:30 P.M.	OPENING: FALL DRESS COLLECTION By invitation. Contact: Miss Fritzi, LA. 4-0237.	DAVID LEVINE	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 3 2:30 P.M.	OPENING: FALL COLLECTION Dresses and ensembles, designed by Violet Feigin. Publicity: Demi Daniels, LO. 5-4850.	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday June 3 2:30 P.M.	OPENING OF FALL DRESS COLLECTION A. Goodman and Jerry Parnis will present their Fall collection at 2:30 P.M. daily. By invitation. Contact: Janet Wallace, WI. 7-4076.	A. GOODMAN & CO.- JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday June 3 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION By invitation. <u>Trade showings June 4, 5, 6, 10, 12, 17 and 19, at 10:30 A.M.</u> Contact: Estelle Marr, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday June 3 4:00 P.M.	OPENING: MISSES SPORTSWEAR COLLECTION Mr. Mort presents the first Fall sportswear collection, designed by Reiko and Pembroke Squires; also June 4 and 5 at 4:00 P.M. By admission card only. Contact: Miss Andree, OX. 5-4760.	MR. MORT SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday June 3 4:00 P.M.	PREVIEW OF FALL COLLECTION By invitation. <u>Trade showings June 5, 9, 10, 11, 12, 16 and 18 at 4:00 P.M.</u> Contact: Jo MacLeod, CH. 4-2655.	ROSALIE MACRINI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 3 4:30 P.M. Cocktails	22ND ANNUAL COLLEGE CLINIC "Into The Campus-Sphere"--back-to-school fashions from August issue. Tickets: \$6.50. By invitation. Contact: Mrs. Frances Ashmore, PL. 9-2080.	MADemoiselle MAGAZINE (575 MADISON AVENUE)	HOTEL ASTOR GRAND BALLROOM
Beginning Tuesday June 3	OPENING: FALL JUNIOR COLLECTION Continuous showings. Contact: Julie Geller, WI. 7-8448.	F. H. SAFIAN & CO.	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Wednesday June 4 10:30 A.M.	OPENING: FALL COLLECTION Fall suits, coats, costumes. By reservation. Thereafter at 10:30 A.M. Contact: Mrs. Lee Jablow, LA. 4-3404. Publicity: Rose Hilton, MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday June 4 12:30 P.M. Luncheon	TRICOSA OF PARIS FALL COLLECTION Preview of haute couture knitted coats, suits, dresses and "integrates" for Fall-Winter. By invitation. Publ.: Sue Gardner, LA. 4-6948.	FEDER FASHIONS (1410 BROADWAY)	HOTEL ASTOR CORAL ROOM
Wednesday June 4 1:15 P.M.	OPENING: FALL COLLECTION Sylvia Kaplan will present daytime and late-day dresses and ensembles. By reservation. Daily at 1:15 P.M. Contact: Genevieve Cawley, LO. 5-4115. Publicity: Rose Hilton, MU. 5-5133.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday June 4 3:30 P.M.	FASHIONS FROM AUGUST ISSUE "Look of Knowledge." Tickets: \$5.00. By invitation. Contact: Kay Corinth, PL. 9-8100.	SEVENTEEN MAGAZINE (488 MADISON AVE.)	WALDORF-ASTORIA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 4 4:00 P.M.	OPENING OF FALL COLLECTION Fall collection of dresses, suits and costumes at 4:00 P.M. daily. By reservation. Publ: Pauline Greene, at Charles J, Charney, PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Wednesday June 4 4:00 P.M.	PRESS PREVIEW: DONALD BROOKS' COLLECTION By invitation. Also, June 5 and 11 at 4:00 P.M. Trade contact: Jerry Cole, LO. 3-4231. Publicity: Ruth Hammer Associates, EL. 5-7872.	HEDGES, LTD.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday June 4 5:30 P.M. Cocktails	SECOND ANNUAL COLLEGE FASHION SHOW "Ten Best Dressed College Girls In America"---fashion show at 6:30 P.M. For retailers, by invitation. Publicity: Lucia Depew, LE. 2-7500.	GLAMOUR MAGAZINE (420 LEXINGTON AVENUE)	HOTEL BILTMORE GRAND BALLROOM
Thursday June 5 10:00 A.M.	PRESS PREVIEW OF FALL COLLECTION Press preview of Fall collection at 10:00 A.M. <u>Trade showing at 2:30 P.M. same day.</u> By invitation. Contact: PL. 7-2024.	CHRISTIAN DIOR- NEW YORK	730 FIFTH AVENUE SALON - 7TH FLOOR
Thursday June 5 10:30 A.M.	OPENING OF NEW PETITES COLLECTION Opening of the "Parnet" Fall collection, designed by Lawrence Gaines for petites. By invitation. Thereafter at 10:30 A.M. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.	PAUL PARNES CORP. ("PARNET")	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Thursday June 5 1:00 P.M.	PREVIEW OF FALL COLLECTION By invitation. <u>Trade showings June 6, 10, 11 and 12 at 1:00 P.M.</u> By reservation. Contact: John Brunelle, BR. 9-5644.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday June 5 3:30 P.M. Cocktails	PREVIEW: FALL COLLECTION Press preview of Fall collection. By invitation. Continuous showings beginning Tuesday, June 10th. Contact: Isabelle Crawford, BR. 9-7700.	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR
Thursday June 5 4:00 P.M.	SPECIAL SHOWING OF FALL FASHIONS Special showing of Milliken's "Breakfast" show for press, resident buyers, and New York store executives. By invitation. Publicity: Julie C. Buddy, LO. 3-5200. <u>Showings for out-of-town buyers daily except Mondays, beginning June 3, breakfast at 7:30 A.M., show at 8:24 A.M.</u> Admission by ticket only. Contact: LO. 3-5200, Ext. 322.	MILLIKEN WOOLENS, INC. (1407 BROADWAY)	HOTEL STATLER BALLROOM
Thursday June 5 4:00 P.M.	PREVIEW: FALL COCKTAIL AND EVENING FASHIONS Jean Marchand's first American collection, designed exclusively for Sam Friedlander. By invitation. <u>Trade showings at 4:00 P.M. June 10, 11, 12, 17 and 18.</u> Publicity: Mathews-Latham, 505 Fifth Ave., MU. 7-5447.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Friday June 6 10:30 A.M.	OPENING: FALL COAT AND SUIT COLLECTION Also June 9, 12, and 18 at 10:30 A.M. By appointment only. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday June 6 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION By invitation and reservation. <u>Trade showings June 10, 12 and 17 at 11:00 A.M.</u> Contact: Liz Bechtol, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday June 9 9:00 A.M. Breakfast	OPENING: FALL SCARF COLLECTION For buyers and resident offices only. By invitation. Contact: OR. 9-3026. Publicity: Florence Brobeck, MU. 8-8197.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Monday June 9 2:30 P.M. Cocktails	PRESS PREVIEW: SCHIAPORELLI FALL FURS Mme. Elsa Schiaparelli will preview her Fall fur collection to the press. By invitation. Publicity: Alfred Davidson Assoc., PL. 5-0868.	SCHIAPORELLI FURS	305 SEVENTH AVENUE SHOWROOM
Tuesday June 10 11:00 A.M.	PRESS PREVIEW OF FUR COLLECTION Preview of the Revillon Fall fur collection. By invitation. Contact: Peg Wilson, J. G. Proctor Co., YU. 6-7725; or Bill Paige, PL. 9-5504.	REVILLON	11 WEST 57TH STREET SALON
Tuesday June 10 12:00 Noon Luncheon	PRESS PREVIEW: FALL FUR COLLECTION The wholesale collection, designed in Rome. <u>Showing at 1:00 P.M. (Note Change of Place)</u> . By invitation. Publ.: Ruth Hammer, EL. 5-7872.	CAPUCCI OF ROME FOR DAVID	SHERRY-NETHERLAND CRYSTAL ROOM
Tuesday June 10 2:30 P.M.	PRESS PREVIEW: FALL- WINTER FUR COLLECTION "L'Allure Feminine", the Fall fur collection, designed by Arthur Schwartz. <u>Trade showings: June 11 and 12, at 10:00 A.M.</u> By invitation. Thereafter by appointment. Publicity: Pauline Greene, PL. 7-0955.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 10 5:00 P.M. Cocktails	60TH ANNIVERSARY FALL CELEBRATION Preview for press and buyers of the Artemis Fall lingerie. Contact: Carol Chartow, at Waldo-Mayo Associates, 111 West 57th St., JU. 6-7777.	ARTEMIS LINGERIE (385 FIFTH AVE.)	SHERRY-NETHERLAND CRYSTAL & CARNAVAL
Wednesday June 11 11:00 A.M.	PREVIEW OF FUR COLLECTION Ben Kahn presents his own fur collection, introducing a new collection of furs by Scaasi. By invitation. Publ.: Rosemary Sheehan, MU. 5-1280.	BEN KAHN	150 WEST 30TH STREET SHOWROOM
Thursday June 12 10:30 A.M.	PREVIEW: FALL AND WINTER FUR FASHIONS Fall furs, designed by Mr. John. By invitation. Publicity: Toni Woodward, MU. 8-4906.	MR. JOHN FURS FOR CHAMBERS SHERWIN	350 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday June 12 3:00 P.M. Cocktails	25TH ANNIVERSARY WHOLESALE COLLECTION Preview of Ritter's wholesale Fall and Winter fur collection. <u>Trade at 10:00 A.M. daily.</u> By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS	224 WEST 30TH STREET SHOWROOM - 14TH FLOOR
Tuesday June 10 5:15 P.M. Cocktails	PRESS PREVIEW: FALL COLLECTION Coats, suits and day, cocktail and evening fashions. By invitation. Publicity: Maxwell-Gray, PL. 3-5556.	SCAASI, INC. (45 WEST 57TH STREET)	SHERATON-EAST (BALLRM) (FORMERLY AMBASSADOR)